



ARTIST MARKETING TOOLKIT 2025

MARIN OPEN STUDIOS

May 3-4 & May 10-11

11am to 6pm

IMPORTANT LINKS

- Website: <https://marinopenstudios.org/>
- Tour Guide:
<https://marinopenstudios.org/open-studios-event/marin-open-studios-2025-tour-guide/>
- Instagram: <https://www.instagram.com/marinopenstudios/>
- Facebook: <https://www.facebook.com/marinopenstudios/>
- YouTube: <https://www.youtube.com/channel/UCF2WbG3mWCyRNJNt1naromQ>
- Eventbrite for Benefit For Art:
<https://www.eventbrite.com/e/marin-open-studios-benefit-for-art-celebration-tickets-1238348506719?aff=ebdsoporgprofile>
- Local Getaways App Assets: [currently being updated - coming soon]

SUGGESTED PLACES TO PROMOTE YOUR OPEN STUDIO

- Instagram
- Facebook
- Bluesky
- X (Twitter)
- Nextdoor
- Your Website
- Email Blasts and Newsletters

EVENT DESCRIPTION

Kick off the month of May with the 32nd Annual Marin Open Studios! On May 3-4 and 10-11, you can enjoy work from 275 artists of every stripe—including sculptors, potters, abstract and figurative painters, photographers, textile artists, and jewelers, to name just a few—in their very own studios. It's a rare opportunity to meet the artists, get “behind the scenes” insight into how they create their works, and to purchase something special if you so choose.

Not sure which of the 275 studios to visit? Start your ARTventure with a visit to the Preview Gallery, open April 25 through May 11, at the Sausalito Center for the Arts. Samples of each artist's work will be on display. Driving directions to studios will be available at the gallery in a the printed Tour Guide, and online at www.marinopenstudios.org

SAMPLE SOCIAL MEDIA AND MARKETING COPY

Basic Social Media Example:

The premiere art event of the year is almost here!

Enjoy work from 275 artists who will open their doors to the public the first two weekends in May. From painters and sculptors to jewelers and photographers, you do not want to miss out on this colorful and eclectic event. Save the dates now!

32nd ANNUAL MARIN OPEN STUDIOS
MAY 3 - 4 & 10 - 11, 2025
11AM TO 6PM

Custom Social Media Example:

Friends and art lovers, come support me and 274 additional local artists during @marinopenstudios next month! I will be showing my [your type of work] at [your location] from 11am to 6pm the first two weekends of May. Will I see you there?

MARIN OPEN STUDIOS 2025
SATURDAY & SUNDAY
MAY 3-4 & MAY 10-11
11AM TO 6PM

[Insert your studio's address OR say “Click [here](#) to find my studio” or link to Tour Guide]

Preview Gallery Social Media Example - To use BEFORE April 25:

I'm delighted to share that one of my original artworks will be displayed at the @marinopenstudios Preview Gallery at Sausalito Center for the Arts April 25 through May 11th! Swing by 750 Bridgeway in Sausalito from 11am to 5pm Wednesday through Sunday to see my piece [title of your work in quotes or italics], which will be available for purchase. Thank you for supporting the arts in the Bay Area!

Preview Gallery Social Media Example - To use AFTER April 25:

I'm delighted to share that one of my original artworks will be displayed at the @marinopenstudios Preview Gallery at Sausalito Center for the Arts through May 11th!

Swing by 750 Bridgeway in Sausalito from 11am to 5pm Wednesday through Sunday to see my piece (title of your work), which is available for purchase. Thank you for supporting the arts in the Bay Area!

Marin Open Studios Benefit for Art Social Media Example:

Kick off the art season at the Benefit for Art
Celebrating "Local Treasures"
Saturday, April 26th 6-9pm
Sausalito Center for the Arts
750 Bridgeway, Sausalito

Join us for a fabulous night of art, wine, and more benefiting Marin Open Studios!

For 32 years, Marin Open Studios has been the heartbeat of Marin's art community, connecting thousands of art lovers with hundreds of talented local artists each year. We are raising much needed funds to deliver on our mission: empowering artists and enriching our community through vibrant, accessible art experiences.

Set in a former bank turned art space, Benefit for Art brings art lovers and local artists together for a spectacular evening, and the Preview Gallery is home to the action. Unlock surprises in the historic vault during the Pick-a-Treasure game, sip on special wines from the wine pull, and bid on incredible vacation stays in the auction. With a tasting table, an open bar, and the first look at the latest exhibition, it's an unforgettable night celebrating art and community.

Buy your tickets [here](#).

Instagram hashtags:

#MarinOpenStudios #bayareaartists #openstudios #artseason #artparties #artevents
#supportthearts #artistsoninstagram #studiovisit #arttour #artweekend #livingartist

HOW TO CUSTOMIZE YOUR CANVA TEMPLATE

Customizing Your Canva Template on Desktop

1. Open the [design link](#) from your computer and click the button that says "Use Template For New Design"
2. Once the project is open, click the Uploads button in the menu on the

left side of the screen

3. Choose an existing image from your library (or upload one from your computer by clicking the purple Upload Files button) then click and drag it to the left edge of the image placeholder in the center of the design, which will fill the design with your image.
4. Double click the image to move, crop or resize it within the design
5. In the grey panel along the top of the design, click where it says "address" and type out the address you will use for Marin Open Studios
6. In the grey panel along the bottom of the design, click where it says "Artist Name" and type your name
7. When you are done customizing, click the Share button in the top right corner, click the white circle Download button, then click the purple Download button
8. The custom design will download to your computer's "downloads" folder or wherever your downloads are typically saved

Customizing Your Canva Template on Mobile

1. Open the [design link](#) from your smartphone and tap the button that says "Use Template For New Design"
2. Once the project is open, tap the Uploads button in the menu on the bottom of the phone screen
3. Choose an existing image from your library (or upload one from your computer by clicking the purple Upload Files button) then tap and drag it to the left edge of design, which will fill the design with your image.
4. Double tap the image to move, crop or resize it within the design
5. In the grey panel along the top of the design, tap where it says "address" and type out the address you will use for Marin Open Studios
6. In the grey panel along the bottom of the design, tap where it says "Artist Name" and type your name
7. When you are done customizing, tap the Share button (upward arrow in a box) in the top right corner, tap the Download button, then tap the purple Download button
8. The custom design will download to your phone's camera roll or wherever your downloads are typically saved

How to Collaborate on Instagram

To collaborate on Instagram, you can use the Collab feature to share content from two accounts. Collab posts appear on both account names in the header, are shared with both sets

of followers, and live on both profile grids. They also share views, likes, and comments.

Collaborate with MOS

1. Upload a Reel or feed post
2. Go to the share screen
3. Tap “Tag People”
4. In the bottom right corner, tap “Invite a Collaborator”
5. Search and choose the users you'd like to collaborate with (ie: marinopenstudios)
6. Share the post as usual

Images and Logos for use



Click [Here](#) to Download Images, Logos, and QR Codes